



SUNDAY, DECEMBER 9, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print these letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

IN AUGUST I purchased a suit from the Mathews Clothing House, 1143 Broadway, and at the same time I picked out another suit for future delivery and paid a deposit on it. I did not call for the second suit until September 25, at which time I found that even though they had altered it, it did not fit me, due to the fact that I had taken on some additional weight. Without any hesitancy on their part, they allowed me to pick out another suit of clothes, which was delivered to me the following week. I wore it Saturday, Sunday and Monday and on Tuesday I returned to the store and explained that the material was soft and not suitable for me, and that I was not particularly pleased with it. They again told me to pick out another suit, which they delivered to me that day. In view of the fact that there are so many kinks registered in your column, I thought it might be good policy to let the readers know that there is at least one place where they need not be afraid to do their buying.

We are very reluctant to add to the number of "kicks" to which H. S. refers, but we unhesitatingly register a strong one against the unreasonable shopper. H. S. was apparently unable to make up his mind so long as there was any chance of changing his suit. We publish his letter, not because we believe that there are many customers of this type, but that it may be realized how the merchant is sometimes imposed upon in making adjustments. The money wasted in altering and in cleaning the suits which H. S. returned to the store must have made of him a rather expensive customer. After reading this naive confession by one who apparently feels no shame for his unreasonable demands upon a merchant, we can only throw up our hands and say: "Oh, man."

DO YOU advise on concerns which do not advertise in the newspapers? The Institute of Business and Finance has a scheme which looked good, and I bit. The reduced price (3%) is made on "one hundred" scholarships to get the idea started in New York, and the student pays only for the textbooks. The books when received aroused my suspicion that the course was not all I had supposed it to be from the representations of the canvasser. One of the stipulations was that "not more than one dozen prospective students would be referred to me for my opinion of the course," and it was in consideration of this that I got the course for \$38 instead of \$80. When I wanted to cancel the contract, return the textbooks and call all off, they agreed to do so for \$20—\$20 from the books would make the books appear to be worth \$18 instead of \$38. In other words, they wanted \$20 to release me from the contract. I figured it better to pay an additional \$18 and at least have the books. E. HARTFORD.

A Tribune investigator called at the offices of the Institute of Business and Finance and had the course fully explained. It consists of seven volumes, which are sent to the purchaser upon the payment of the first installment, twelve booklets on business subjects and a series of printed lectures by prominent business men. A lesson outline accompanies the books and serves as a guide in pursuing the proper course of study. There are quizzes in the back of each volume and an examination is given when the "lessons" (i. e., the payments) are completed, but apart from these casual tests, which are not checked up in any way by the Institute, the plan can lay no claim to the designation of a course. It is more properly described as a series of books, purchased on the installment plan, to be used in self-instruction.

The Tribune investigator who called at the company's offices gave the name of a gentleman in Canada as one who would be interested in the course, and they lost no time in making him this offer:

We would be willing, considering the territory in which you are now located, to allow you a substantial reduction from the contract price of \$80 if you should be willing to allow us to use you as a reference in that territory after you have advanced sufficiently to do so intelligently.

To this the Canadian gentleman replied, asking for further details, but although he wrote them several times they never disclosed the amount of the substantial discount which they had offered him. When our investigator visited the company's offices no secret was made of the fact that this "substantial discount" was offered in practically every case; in other words, the "contract price" of \$80 or \$90 is never charged, so far as we could discover.

Whatever value the books may have in themselves, the methods of the Institute of Business and Finance are not such as to inspire confidence. The sliding scale of prices, the representations of a list price of \$80 or \$90 for books which are actually sold at from \$35 to \$40; the name of the company, with its implication that it is a school; the offer of an enormous discount to a prospective customer in return for the use of his name as a reference, are not indications of a trustworthy advertising campaign. Naturally, any student who had, as he believed, obtained a discount of 50 per cent or more from the contract price would recommend the course heartily to any "prospective" that might be referred to him. So far as the worth of such testimony is concerned the recommendation of a patron is valuable only if it is voluntarily given. If a company's product has real merit it will be recommended by its users without the offer of a discount as a reward.

ABOUT three weeks ago I had occasion to have two physicians' prescriptions filled, as follows:

12-2 gr. quinine pills
6-5 gr. salol pills
I took the prescriptions to a drug store. The charge was 75 cents. I paid it and hurried home to a sick member of my family. 75 cents for 18 pills for 18 days? I returned to the drug store, apparently somewhat confused, first inquired if I was a physician. I told him I was not. He then told me that if I had called for the pills by name the charge would have been much less in fact, 35 cents, and he desired to make a refund. I refused this because I wanted to see the matter through a little farther, as the perfectly evident wrong might be a general practice. On inquiry I found that even at the rate of 35 cents he would probably have made a fair profit, as the prices at all the other stores in the neighborhood ranged from 25 to 30 cents. The drugist attempted a weak defense that he required years of training to learn the drug business, then, unperturbed by his own argument by saying he "might have had the boy put those pills up." The point of the case then could only have been that, banking on my ignorance of the goods, the prescriptions called for, he more than doubled his charge for his goods. C. B. D.

A representative of a high class drug store to whom we showed this complaint said that in his estimation the charge of 75 cents was perfectly fair for the pills when ordered on prescription. He said that the quinine pills would have been 45 cents if purchased on prescription in his store; but they would have been only 20 cents if bought outright. The higher price for the prescribed medicine over that bought directly represents the druggist's time and labor in mixing the drugs (if that is necessary), in bottling or boxing them, in recording the prescription and in copying the physician's directions onto the label. For this service the normal charge on a simple prescription is 25 cents. The prescribed medicine has the advantage of being freshly made up to the customer's order, whereas a preparation bought outright may be months old.

So far as the physician is concerned, he is ethically bound to put his directions in writing, because he could hardly assume the responsibility for verbal directions and because written instructions have greater weight and are usually carried out with greater accuracy and care. No professional man would hold himself responsible for professional advice unless that advice were given in the form of a written statement bearing his signature.

In buying medicine on prescription one pays not only for the ingredients themselves, but for special skilled service. The advantage to the patient lies in the assured freshness of the mixture and in the protection afforded by the official recording of the prescription, which serves as a check on both doctor and druggist.

IN SUNDAY'S TRIBUNE there was an article on the coming Harkness Cup auto race, in which the statement was made that "the management will charge no admission to the preliminary trials." My wife and I went out to the track yesterday afternoon and at the central entrance I asked a couple of men who were sitting at the gate if that was the entrance to the track. One replied: "Twenty-five cents admission," and I paid 50 cents to a third man whom they called out of a booth. It was then about 3 o'clock. After waiting until 5 o'clock we left for home in disgust, not having seen one auto on the track. Why the charge for admission? A. L. D.

We investigated the complaint through our sporting department, and they referred us to Mr. W. H. Wellman, the promoter of the race, who assured us that the admission charge must have been made by some outsider, since the preliminaries had been called off just after their announcement in the Tribune. Mr. Wellman assured us, however, that he would be very glad to refund A. L. D.'s fifty cents. We reported this offer to A. L. D. and suggested that he communicate directly with Mr. Wellman. He did so and sent us a copy of the letter which Mr. Wellman wrote him.

You wrote me some time ago regarding a complaint that you made to the New York Tribune. I am inclosing two tickets with my personal compliments for the Six-Day Race for Monday evening, and I hope that you will enjoy the show.

It is always particularly gratifying to see a complaint adjusted, not only to the complainant's satisfaction, but with a heartiness and a sincerity that leave a pleasant aftertaste. Mr. Wellman certainly was not obliged to make good for a sum collected for admission by an unauthorized person who happened to be at the track gate, but he did so willingly and in just the sort of spirit that one would expect from a sportsman.

(The next Ad-Visor will appear Thursday, December 13.)



SHOP EARLY
in the Holiday Season
SHOP EARLY
in the Day

Abundant Christmas Stocks Will Solve Your Gift Problems

Our Cash-Buying Policy Lowers Selling Prices

For Example—Following for MONDAY and TUESDAY:—

Useful Gift Suggestions

From Men's Furnishing Department

Every item—something very useful—
Every quality—the best possible—
at lowest possible price

Silk Neckwear

Of fine silk, satin or taffeta, in unusual assortments—varied to suit the most critical tastes—Special87

Silk Striped Shirts

Of close woven cloth in a variety of patterns on white grounds—soft cuffs—Special1.35

Fine Domest Night Shirts

With silk frogs and trimmings—military collar—wide and long—all sizes—Special1.35

Silk Pajamas

In plain colors5.95
Finer silk to9.95

Bath Robes

Of heavy blanket cloth in various Jacquard and other designs—cord girdle—all sizes—Special4.95

Suspenders

(In fancy Xmas boxes)—silk rubber—gilt buckles—thumb-piece—leather ends—stitched1.15

Smoking Jackets

Of double-faced cloth in interesting greens, browns, grays and various mixtures—all sizes—our reg. \$5.455.00

Silk Shirts

Bengalines and satins of finest quality—colored stripes in immense variety of colorings—every seam silk sewn—Finer to8.94

Mufflers

For soldiers—of khaki wool—wide and warm—Special1.68

Silk Striped Mufflers

(Boxed)97
Others, 1.481.742.48
and 4.95

Army Sweaters

In varied styles—4.95 and 6.95
Sweater Coats—with or without collars—excellent quality—3.48 to 6.74

Cardigan Jackets

All worsted—black—two pieces—size 365.00
.50 rise on each large size.

Holly Boxes of Practical Cheer When the Gift Is Silverware or Cutlery

Chocolate Sets

Three pieces and tray—our reg. \$7.505.00

Fruit Bowls

Rogers—gilt lined—our reg. \$5.503.95

Sheffield Bread Trays

A pleasing new and plain design—value \$4.253.45

Imported Pocket Knives

3 and 4 blades—pearl and stag handles—each in pretty gift box—value .7857

Poultry Shears

Nickel plated—val. \$3.452.97

Three-Piece Carving Sets

G. Westenhof's Sheffield steel—celluloid and stag handles—in lined holiday cases—value \$4.954.25

Four-Bottle Castors

Value, \$3.983.28

Babies' Silver Cups

Pretty designs of plain or fancy patterns—val. \$1.751.37

Five-Piece Children's Sets

Consisting of knife, fork, spoon, cup and napkin ring—bright or gray finish—1.45

Child's Two-Piece Sets

Bone or ebony handles—steel fork and knife—in holly box—special57

Boy Scout Knives

Heavy can-opener and other special appliances1.35

Table Knives and Forks

Silverplated blades—white celluloid handles—set of 6 each5.95

Choice Draperies

That Suggest Various Kinds of Gifts

Real Renaissance—30 inches wide—\$6.50 to \$7.00 values3.97

From an Importer of Fine French Vestibule Laces

45-inch Imported Madras—cream or white—figured all-over effects—value .4938

Sunfast Draperies—New Madras designs—rose, shades of old blue, green, wood browns and reds97

Color Kraft Draperies—Double border designs—plain or detached figured centres—seagreen, rose, old blue, wood tones and light goldSpecial 57

Dress Woolens—All Acceptably Priced

50 and 54 inch Broadcloth Sponged and shrunk—chiffon weight—high lustre—our reg. \$2.97. Less than man's—cost price2.42

All Wool Challis

Dots, stripes, buds and floral effects on light and dark grounds75

48-inch Stripes and Plaids

All wool, French serge weave—brown, green and navy grounds with contrasting color combinations—our reg. \$1.881.44

54-inch Fine Twill Serge

All wool—navy and men's wear blue1.78

Wool Poplins and Epingles 42-inch—colored Belgian blue, Copenhagen, prune, leather brown, burgundy, navy and black1.57

Storm and Costume Serges

50-inch—all wool—brown, navy and black—our reg. \$1.581.22

Novelty Plaids & Stripes

Cheviot and storm serge weaves—sport or street wear—our reg. \$2.542.00

Embroidered Woolens

40 and 50 inch—French serges, prunellas and poplins—gold and silver thread embroideries on effective grounds2.97

How Santa Remembers the Grown-Ups.

Leather Silk and Velvet

Cowhide Bags9.10

Brown or black—sewed in frame—(16 inch) two-piece styles.

Tourist Cases10.00

Crepe and seal grain leathers, moire lined—nine and eleven fittings—for men or women. Other Cases to 20.00

Fascinating Bags2.67

Velvet, silk and leather—gilt, gun metal and silver finish fastenings—small or large, including envelope styles.

Hand Bags1.85

Silk, leather and velvet—all sorts of new styles, in black and colors—also patent leather, moire or crepe grain; envelope styles.

Children's Bags and Purses24

Silk, leather and kerit, envelope and pouch styles. Others to 1.35

Writing Cases92

Having compartment for paper and fitted with pen and pad.



Walrus Traveling Bags16.80

Black—leather lined—sewed on, reinforced ends—(18 in.)

Cowhide Bags7.35

Brown only—leather lined—(18 inch)—reinforced ends.

Cowhide Suit Cases7.35

Linen lined—shirt pockets—reinforced ends.

Music Cases1.35

Crepe or seal grain—top handles—moreen lined.

Collar and Cuff Boxes and Bags92

Strap handle—moreen lined.

Black Velvet Bags3.00

Dutch frames—fancy linings—fitted with mirror and change compartment.

Velvet Bags1.85

Brown, black, plum, navy and green—chenille tassel—change compartment.

Envelope Bags3.34

Morocco and vachette leathers—moire lined.

MORNING SPECIALS—Monday and Tuesday, Until 1 P. M.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

\$16.74 and \$17.74 Women's Coats11.50

Black and colors—half fitted—medium or large collars, half lined—all sizes. COATS—SECOND FLOOR.

\$2.94 Crepe de Chine Blouses2.38

White or flesh colored or rolled satin collars—also tailored Jap silk—navy or black. BLOUSES—SECOND FLOOR.

92 ct. Women's White Blouses70

Embroidered voile and striped dimity—neat models. BLOUSES—SECOND FLOOR.

\$2.97 Children's Fur Sets1.95

Lamb's wool—angora, trimmed—rabbit and white—round muffs—shawl collar effect. FURS—SECOND FLOOR.

\$1.45 Nainsook Envelope Chemise1.00

Yoke trimmed front and back with Val and fishy lace—wide satin ribbon or French gray emby medallions. MUSLIN UNDERWEAR—SECOND FLOOR.

94 ct. Babies' White Dresses74

Lace, emby or hand-stitched yokes—also bishop style. WHITE DRESSES—SECOND FLOOR.

\$2.47 Women's Blanket Bath Robes1.50

White with light blue, gray, pink or navy—sailor grades—size 36 to 46. ROBES—SECOND FLOOR.

\$9.95 Men's Raincoats8.00

Tan or gray—good weight—all sizes. MEN'S RAINCOATS—THIRD FLOOR.

\$2.00 Men's Domest Pajamas1.55

Heavy nap—neat stripes—silk frogs—all sizes. MEN'S FURNISHINGS—MAIN FLOOR.

\$1.68 Boys' Coat Sweaters1.00

Desirable colors—roll collars—pockets—size 28 to 34. BOYS' FURNISHINGS—THIRD FLOOR.

\$1.09 Children's Pajamas85

Heavy nap—flannelette—pink and blue stripes—two-piece styles—6 to 14 yrs.—Holly boxes. BOYS' FURNISHINGS—THIRD FLOOR.

\$2.47 Men's and Women's Umbrellas2.07

Black silk and linen mixtures—sterling silver trimmed handles. UMBRELLAS—MAIN FLOOR.

\$1.94 Boys' Overcoats0.50

Trench and regulation models—buttoned to neck, revers or convertible collars—variety of new overcoatings—plain and fancy. BOYS' CLOTHING—THIRD FLOOR.

\$28.50 Persian Velvet Rugs22.88

9x12 ft.—seamless—rich Oriental, small all-over designs—on cream or rose grounds. RUGS—THIRD FLOOR.

\$21.00 Handsome Velour Portieres16.33

French crepe—reversible—rose and olive, rose and blue, blue and brown, crimson and olive and other combinations. PORTIERES—BASEMENT.

\$5.98 Point Arab Lace Curtains3.94

3 1/2 yards long—corded border designs or combination net. LACE CURTAINS—BASEMENT.

95 ct. Corn Floor Brooms83

1 sewing—household size. POLE RUGS—THIRD FLOOR.

44 ct. Bleached Sheetings32 1/2

72-inch—for 1/2 size sheets and 81 inches for full size sheets—worth .3634

\$1.97 Crochet Spreads1.50

Full size—heavy weight—various designs. ETELEADS—BASEMENT.

\$1.24 All Wool French Serges1.00

40-inch—garnet, myrtle, brown, navy and black. Less than mfr's cost. DRESS GOODS—MAIN FLOOR.

64 ct. Corduroys—32 inch47

Medium, round cord—ecru, tan, beige, dark colors—also black. SLICES—MAIN FLOOR.

\$1.64 Taffetas—55 inch1.22

Colored satin grays—dark ground—lustrous, soft chiffon finish. SLICES—MAIN FLOOR.

45 ct. Silk Mixed Chiffonettes33

35-inch—excellent assortment of light and dark colors. WASH DRESS FABRICS—BASEMENT.

25 ct. Yard Wide Outing Flannel20

Pink and blue stripes. WASH DRESS FABRICS—BASEMENT.

48 ct. White Shirts—32 inch32

Striped—also 36-inch, plain and novelty gubardines, poplins and pique. WHITE GOODS—MAIN FLOOR.

\$1.25 Children's Juliets93

Red felt—black fur trimmed—all sizes to 2 for misses. SHOES—SECOND FLOOR.

\$1.00 Men's Gray Felt Slippers75

Felt soles—size 7 to 10. SHOES—SECOND FLOOR.

Just in the Nick of Holiday Time This Special Purchase SALE Of 872 Georgette and Silk BLOUSES

Bewilderingly lovely gift blouses in white, flesh and delicate pastel shades. Nothing could be quite so difficult as to choose between that one with the deeply rounded neck—all finely tucked—and that other altogether delightful

3.90